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U. S. Department of Agriculture

White's Dahlia Gardens



DAHLIAS

EXCLUSIVELY

1814 Richmond Drive
LOUISVILLE, KY.

To Our Dahlia Friends and Customers

Greetings:

We take great pleasure in presenting to you our 1937 list of Dahlias, which contains some of the newer originations, also standard varieties that have proven there merit.

Although the past season was a very trying one, we heartily recommend these as they gave satisfaction under the most trying season we have had for years.

May we advise you to make your selections early as several numbers of the stock are limited.

Please do not lay this little list aside, look through it closely for we are sure you will be interested in some of our offerings for this seasons garden.

We want to thank our many customers and friends for your nice letters telling of your success with stock obtained from us and we deeply appreciate them, and hoping to receive a liberal share of your 1937 business, we remain

Sincerely Yours

Whites Dahlia Gardens

1814 Richmond Drive

Louisville, Ky.



Terms Of Sale—Please Read Carefully

The following offers are made subject to prior sale, on the following conditions.

Price quotations are made on strictly first class stock, and any that should prove otherwise we will cheerfully replace, beyond that our responsibility ceases.

Terms—Cash must accompany orders before shipping, unless other arrangements have been agreed upon.

Note—All stock purchased from us has been Inspected.

Our Own Introduction For 1937

KENTUCKY SPORTSMAN—Informal Decorative with outerpetals curling backward, giving depth and an artistic touch. Color base of petals and new-growth petals gold, grading to apricot-yellow and then to distinct orange ending with pure white tips; blooms 8" to 10" diameter and 5" to 7" in depth, and has fine 'keeping' qualities on bush or as a cut flower; stems of the best, holding blooms facing to upward. Plant grows low and very vigorous with plenty of healthy insect resisting foliage.

Was greatly admired the past season; and commands your attention because of its three distinct colors and unusual artistic formation. A free bloomer and one that you can depend on to give strenuous competition in the showroom.

Named on two Honor Rolls; Winner of the American Home Achievement Medal; also Award of Honor, Dahlia Society of Georgia.

Plants Only \$7.50

KENTUCKY GEM. (Minature) F. D.—Color-Rose lavender with yellow suffusion.. The blooms average 1½" in diameter and are held on long graceful stems which are well suited for arrangement. Plant is medium in height and of exceptional vigorous growth. One of the particular interest is the foliage in that the leaves are unusually deeply indented which gives them a lacy appearance.

A very free bloomer; bushes covered from early in season to killing frost Winner in stiff competition past season.

Received and Award of Honor; Dahlia Society of Georgia, '36.

Roots \$2.00 Net

Plants \$1.00



Outstanding 1937 Introductions

Mad River Chief, I. D.—(Mad River Gardens) Without a doubt the finest dark red we saw this past season. It is as close to perfect as you can expect to have and one of the pleasing shades to be desired.

Color—a very rich carmine red with a darker center. Perfect long stems, some of them being 48" long with all flowers facing or on top. Originators description says that it also grows in water and a long keeper.

One of the Reds that is popular with the ladies as well as the men.

Stock Limited

Roots \$15.00

Plants \$7.50

Tillie Neish, I. D.—(Patricia Dahlia Gardens). For those who like the huge yellows watch this one. Heres the dark horse in this class.

Huge deep rich yellow on the finest of stems. Scored 86 Storrs this past season and one that will offer stiff competition, in this class.

Blooms 13" across 8 to 9" in depth without the use of fertilizer and a very fine grower.

Roots \$15.00 Net

Plants \$7.50

Christine Jansen—(Patricia Dahlia Gardens) Cactus. Dahlia fans claim this to be the largest cactus grown and will measure 10 and 11" easily 5" depth, some blooms attaining 14½" that are held on wonderful long stems.

Pure yellow in color, fine clean grower and already a winner in this class. Won first prize twice this past year as best 3 year old, also best flower in show at Alameda and San Leandro Shows.

Roots \$15.00 Net

Plants \$7.50

Vin Well Princess—(Vinwell Gardens) Huge blooms of lavender pink. Formation and color very outstanding and for a quantity of blooms cannot be beaten. Blooms held erect on canelike stems. Made a wonderful performance at the N. Y. Botanical Gardens. An early and prolific bloomer.

ROOTS \$15.00

PLANTS \$7.50

Plants Only Of The Following

ALF. M. LANDON, I. D.—Huge old gold tipped yellow. A sensation in the eastern shows. Plants \$7.50

DREAM GIRL, I. D.—A very large, beautiful and pleasing shade of salmon and coral pink, blending to pale gold at base of petals. Plants \$5.00 Net

AMERICAN PURITY—A true semi-cactus; pure white; huge blooms 10 to 14 inches; straight stems clean foliage and wonderful substances. Plants \$7.50

FRIEDA GEORGE, I. D. (Imp)—Beautiful new color, cream heavily overlaid helio deepening at the tips. One of the sensations of the DAHLIA WORLD. Plants \$5.00

CAPTAIN RITTER, I. D.—Pastel shades of amber, yellow and pink. Blooms of huge proportions fine stems and good substance. Plants \$3.75

MISS OHIO, Inc.—Lilac rose color on 3 to 4 feet stems. Blooms when cut keep for days. Early bloomer and fine grower. Plants \$5.00

RAMONA, S. C.—Cerise shade very attractive and Achievement medal winner in California, '36. Plants \$7.50 Net

We will have plants of other 1937 Introductions: Write us what you are interested in.

Our "Champion" Introduction In 1936, Kentucky Sun



KENTUCKY SUN, F. D.—Bright clear golden yellow without a trace of shading. The huge blooms are carried well up out of the bush on long fine stems facing you at a graceful angle, which do not Fade, Burn or show Water markings after a heavy dew.

It has an abundance of substance, more than most of the large yellows and a wonderful keeper when cut.

Bush is a medium grower attaining a height of 5 feet high, a vigorous, clean plant with attractive heavy insect resisting foliage and a free bloomer.

Field grown stock can be grown to 10 and 11 inches with depth of 6 to 7 inches without the use of fertilizer.

Was awarded the American Home Achievement Medal at the Dahlia Society of Kentucky Show, the Courier-Journal—Louisville Times silver cup, for the best Kentucky origination, and Gold Ribbon award for the best undessiminated seedling, also on three Honor Rolls.

We predicted a great future for this grand formal yellow and from the reports coming in it is the champion of this class. Its winnings are so numerous we cannot begin to enumerate them, but to date it has no peer.

Roots \$5.00

Plants \$2.50

KENTUCKY MIDNIGHT I. D.—Something new in color, and immense dark maroon in fact so dark you will have to examine very closely to keep from pronouncing it a black shade.

No color chart shows this shade so we will have to call it a blackish maroon. The huge blooms are held up

out of the bush on long fine stems. And attractive growing clean looking insect resisting plant.

Stock is limited

Roots \$5.00

Plants \$2.50

KENTUCKY SNOWBALL, Ball Type.—The perfect pure white ball dahlia that has so long, been badly needed.

Perfect in color and a wonderful long stem. Blooms held erect that show no trace of fade or burn throughout the blooming season and very desirable to the commercial grower.

The plant grows about 3 feet high and to see it growing reminds you of a miniature Snowball bush and a very free bloomer.

A consistent winner in the show room and one that you will want.

Roots \$2.00 Net

Plants \$1.00



1936 Introductions Of Merit

Ann Harding, I. D.—(Mad River Gardens) Beautiful color combination of pink and gold, probably peach pink that is very attractive. Wonderful stems and grower.

Roots \$5.00

Plants \$2.50

Challenger, S. C.—(Chappaqua Dahlia Gardens) Brilliant cardinal red showing gold at the base of petals. Has won over the great Satan in the show room.

Root \$3.00

Plants \$1.50

Dean Anderson, I. D.—(Mad River Gardens) A rare new color gem of radiant henna orange of huge exhibition size. This is one not to be overlooked if you want a champion.

Plants Only \$5.00

Elizabeth Rethberg, I. D.—(Meusdorfer) Rich, warm shade of clear pastel pink. Outstanding in any show. The finest of stems with luxuriant foliage.

Roots \$7.50

Plants \$3.75

Grace Douglas, I. D.—(Meusdorfer) Clear pink of immense size and depth with curling, twisting petalage. Wonderful grower and bloomer.

Roots \$10.00

Plants \$5.00

Grand Slam, S. C.—(Hulin) Attractive color combination of light pink with a citron yellow base. Admired by all in garden past season.

Roots \$5.00

Plants \$2.50

Milton J. Cross—(Pennypack Gardens) Giant of a flower and a great beauty. Flower of a clear sulphur yellow, shadings of burnt orange together with rose and coral.

Plants \$5.00

Mary Ritzer, S. C.—One of the best in the pink class. Excellent stems, dandy bloomer.

Roots \$2.50

Plants \$1.25

Orchid Queen, I. D.—Exceptional form and beauty and an exquisite shade of lavender on the best of stems.

Roots \$5.00

Plants \$2.50

Red Jug, S. C.—Brilliant cardinal red that produces blooms 8 and 9 inches easily. Cane stiff stems and a very distinctive Dahlia.

Roots \$5.00

Plants \$2.50

Sarah Kay, S. C.—(Hunt) Beautiful shade of lemon yellow. Wonderful stems and bloomer and a consistent winner in this class.

Roots \$5.00

Plants \$2.50

Vin-Well Titan, I. D.—One of the best, yellow tinted coral red. Profuse bloomer and vigorous grower.

Roots \$5.00

Plants \$2.50



General List

	Roots	Plants
Adironack Sunset, I. D. —Spectacular red shading to canary yellow at base.-----	2.00	1.00
Amelia Earheart, S. C. —Apricot, buff with salmon shadings. A great prize winner. ---	2.00	1.00
Anna Benedict, I. D. —Dark rich velvety carmine shading to darker center. -----	3.00	1.50
Americas Sweetheart, I. D. —Pure yellow, grows to 12 inches or more. -----	3.00	1.50
Alice Gentle, I. D. —Huge flaming scarlet of great size and depth. -----	3.00	1.50
Alyce Marie Galvin, F. D. —Large white tinted pale pink. -----	1.00	.50
Arelda Lloyd, I. D. —Pure sulphur yellow very large. -----	2.00	1.00
Autumn Moon, F. D. —Deep formal yellow overcast metallic sheen. -----	2.00	1.00
Betty Zane, I. D. —Deep rose pink overcast silver sheen. -----	2.00	1.00
Betty Colter, I. D. —Terra cotta or salmon red. -----	1.00	.50
Bette Davis, S. C. —Rose pink and a beauty. -----	3.00	1.50
Cavalcade, F. D. —Mulberry and old rose.-----	1.00	
California Rose, I. D. —Deep shade of old rose. -----	2.00	1.00
Clara Barton, I. D. —Silvery orchid and a profuse bloomer. -----	1.00	
California Idol, I. D. —One of the champions in the yellow class. -----	4.00	2.00
Dokoupils Giant, F. D. —Lilac rose on fine stems. -----	1.50	.75
Dulcenia Str. Cac. —Beautiful scarlet red, fine stems. -----		1.00
Edw. Rindfleish, F. D. —Scarlet red with yellow base. -----	1.00	

	Roots	Plants
Elleanor Roosevelt, I. D.—Still one of the finest whites. -----	2.00	1.00
E. Hyman Huff, I. D.—Deep plum color with silver reflex. -----	4.00	2.00
Entrups Sultan, I. D.—Velvety carmine color, excellent stems. -----	1.00	
Eva Hunt.—Pure glistening white, exceptionally good. -----	1.50	.75
Fanny Sandt, S. C.—Mauve pink, fine bloomer. -----	1.00	
Floyd Gibbons, I. D.—Carrot red with yellow shadings. -----	1.00	
Fort Monmouth I. D.—Rich claret or wine color. -----	.50	
Golden Standard, Cac.—Golden bronze, fine stems. -----	1.50	.75
Galilee, I. D.—(Imp) Huge autumn shade and a fine one from the old country. Plants Only		3.00
Harriet Neale, I. D.—A golden Marimon but much deeper in color. -----	2.00	1.00
Hillcrest Sunset, I. D.—Sunset shades, mulberry red predominating. -----	1.00	
Hunts Velvet Wonder, I. D.—Color, rich bright violet burgundy on canelike stems.---	1.50	.75
Jerome Kern, I. D.—Shrimp pink with gold shadings. -----	2.00	1.00
Jersey Dainty, Cac.—Clear white on long fine stems. -----	1.00	
Jean Trimbee, S. C.—Flowers of a beautiful petunia velvet shade. -----	.75	
Jersey Beauty, F. D.—Erosine or true on pink cane stiff stems. -----	.35	
Kentucky Red, I. D.—A sparkling vivid scarlet red. Our own introduction and one that has stood the test. -----	1.00	.50
Lord Of Autumn, I. D.—Golden yellow of Roots \$2.00 Plants \$1.00		
huge size. A great prize winner. -----	2.00	1.00
Long Hill, I. D.—Amber and buff to yellow center. -----	1.00	
Man O' War, I. D.—Carmine shading to oxblood red center. -----	1.00	
Maryland Glory, F. D.—Large deep american beauty red. -----	.75	
May Robson, S. C.—Described as the perfect pink. -----		1.00
Mrs. George Le Boutiller—And improvement over Murphy's Masterpiece. Deep crimson red, very large. -----	2.00	1.00
Mrs. G. W. Middleton, I. D.—Very dark oxblood red, shading darker towards center. Reverse streaked silver. -----	2.50	1.25
Mauvern, S. C.—A shade darker than violet purple very attractive. -----	4.00	2.00
Oriental Glory, I. D.—Dazzling shade of deep orange. -----	1.00	

	Roots	Plants
Palo Alto, S. C. —Pinkish salmon shading to salmon gold. -----	1.50	.75
Pansy G. White S. C. —Self yellow, fine cut flower or exhibition variety. -----	.75	
Pastel Glow, I. D. —Beautiful shade of pastel pink. -----	1.00	
Pres. F. D. Roosevelt, F. D. —Striking combination of Chinese red edged fawn.---	1.00	
Poinsetta, Inc. Cac. (Imp) —True poinsetta red on long cane stems. -----	3.00	1.50
Rhumba, F. D. —Golden orange color A rare shade for this type. -----	4.00	2.00
R. A. Broomfield, I. D. —Saffron orange flushed with rose. -----	1.00	
Ruby Taylor, I. D. —Clear carmine, petalage has velvety appearance. -----	1.00	
Rudy Vallee, S. C. —Grenadine orange flushed with gold and yellow. -----	1.00	
Red Jug, S. C. —Striking cardinal red in color each petal tipped golden yellow.---	4.00	2.00
Royal Auvergne, S. C. —Unusual, coloring caldron red, shaded chrome yellow. Blooms large on long fine stems. -----		1.75
Satan, S. C. —Flaming shade of red light touch of gold at center. -----	1.00	
Sonny Boy, I. D. —Giant dahlia of old rose slightly tinged old gold. -----	1.00	
Snow Cap, F. D. —Pure white no shading, does not burn. -----	1.00	
Spotlight, I. D. —Sulphur yellow shading lighter towards tip. -----	1.00	
Towers Empire, I. D. —Empire yellow one they all admire. -----	2.50	1.25
Trauer Um Langemarck, Cac. —One of the darkest we have ever grown of this type.---	1.50	.75
Vin-Well Bluebird, F. D. —Deep lavender, free bloomer also has excellent stems. ---	3.00	1.50
Wenoka, F. D. —Rosy mauve in color and one that can be grown to a huge size. ---	3.00	1.50
Wm. J. Rathgeber, I. D. —A real color gem, rich deep tyrian rose. -----	1.00	
White Wonder, I. D. —Pure white and the flowers have a beautiful formation. -----	.50	



Minatures

American and European small flowering types.	Roots
Little Jewel, F. D. —Beautiful baby or peach pink shade. -----	.35
Little Louie, Cac. —Intense rose pink, grand stems. -----	.75
Little Snow Queen, Cac. —Snow white, and excellent bloomer. -----	1.00

	Roots
Mrs. Richard Trough, Cac.—Rose pink shading to yellow center. -----	1.00
Persimmon, F. D.—Pure deep persimmon shade, long fine stems. -----	.50
Red Head, F. D.—Brilliant scarlet orange.-----	.50



Pom Poms, Small Flowering Types

Bronze Beauty—Bronze and old gold. -----	.25
Candy Kid—White ground overlaid pink.-----	.25
Joe Fette—Pure white on excellent stems. -----	.25
Little David—Orange red or brick red.-----	.25
Minnie Mouse—Deep plum or ruby shade. -----	.25
Yellow Gem—Bright sulphur yellow.-----	.25
Pansy—Royal purple shade. -----	.25



Selected California Grown Dahlia Seed

Only one grade and the highest quality obtainable. All from the best and highest rated prize winners.



Mixed Seed

50 Seed-----\$2.50 100 Seed-----\$5.00



Subscribe To The Midwest Dahlia News

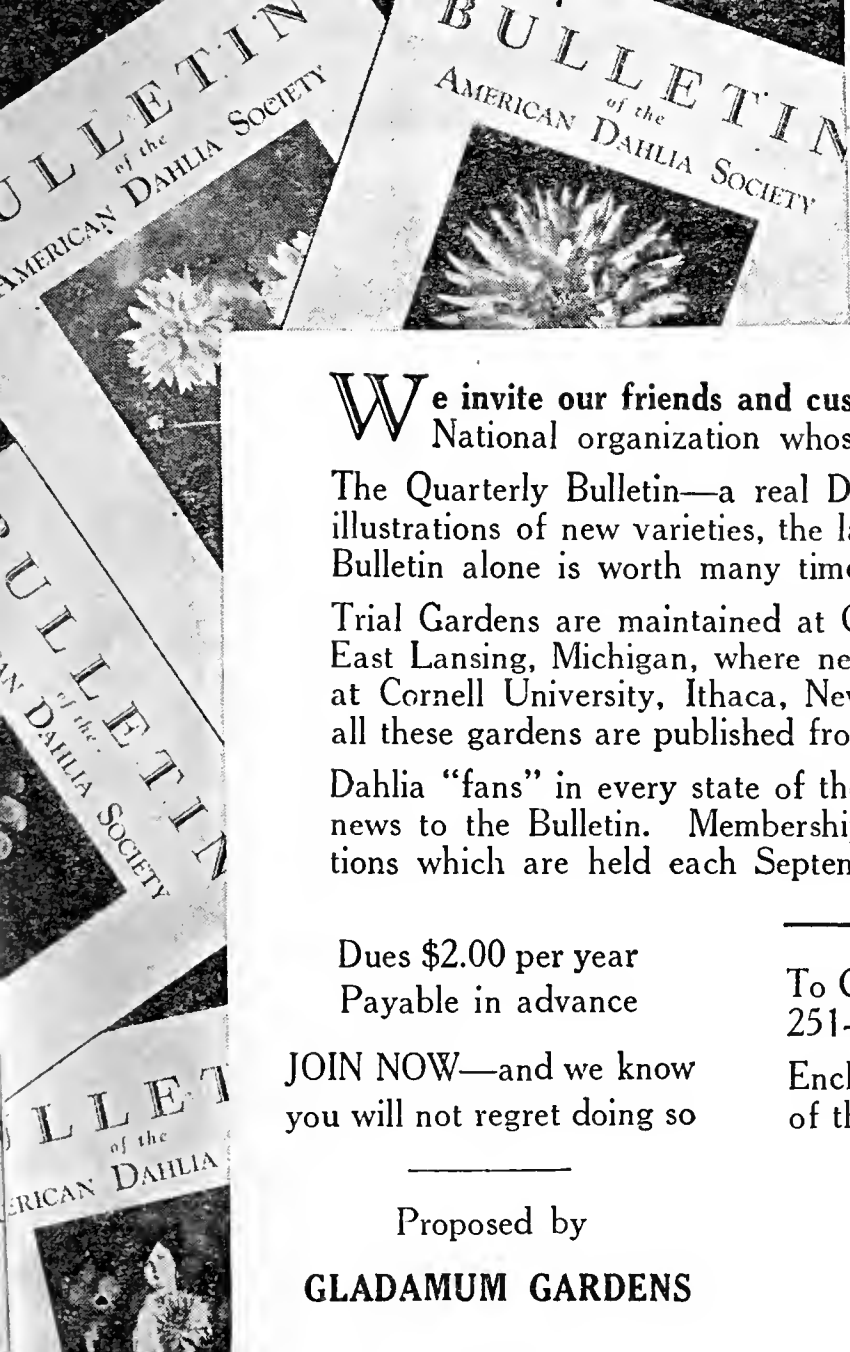
If you want a publication that is devoted to dahlias exclusively and up to the minute, treating on many subjects of great interest to dahlia fans, don't delay sending in your subscription at once.

Midwest Dahlia News.

No. 170 Talmadge St.

Madison, Wis.

Mr. D. O. Eldredge, Editor.



JOIN THE AMERICAN DAHLIA SOCIETY

We invite our friends and customers to join the American Dahlia Society and become a part of this great National organization whose interest is devoted solely to the improvement of the Dahlia.

The Quarterly Bulletin—a real Dahlia Magazine—gives all the up to date Dahlia news, information about, and illustrations of new varieties, the latest cultural hints and is a real worth while guide to any lover of Dahlias. The Bulletin alone is worth many times the cost of the annual dues.

Trial Gardens are maintained at Connecticut College, Storrs, Connecticut, and The Michigan Agricultural College, East Lansing, Michigan, where new varieties are tested and scored each year. A test garden is also maintained at Cornell University, Ithaca, New York, for research work on insect and disease control. Full reports from all these gardens are published from time to time.

Dahlia “fans” in every state of the Union and many foreign countries are members and frequently contribute news to the Bulletin. Membership includes admission, and the privilege of exhibiting at all our National exhibitions which are held each September in some National center.

Dues \$2.00 per year
Payable in advance

JOIN NOW—and we know
you will not regret doing so

Proposed by

GLADAMUM GARDENS

APPLICATION FORM

To C. Louis Alling, Secretary of The American Dahlia Society, Inc.,
251-37 Court Street, West Haven, Connecticut.

Enclosed find \$2.00 for which please enroll me as a member of your Society. Send copy of the current Bulletin.

Name

Address

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